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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Application of Wassmann et al.  
Serial No. 10/653,708  
Filed September 2, 2003  
Confirmation No. 2692  
For BRANDING FRAMEWORK

Art Unit 2122

July 29, 2004

**PRELIMINARY AMENDMENT A**

TO THE ASSISTANT COMMISSIONER FOR PATENTS,

SIR:

Please enter the following amendments prior to calculation of the fees and prior to examination of the above application:

**Amendments to the Claims** are reflected in the listing of claims which begins on page 2 of this paper.

**Remarks** begin on page 9 of this paper.